

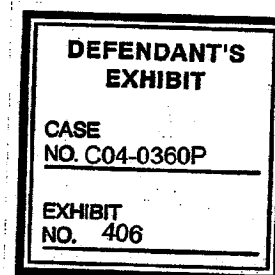
WASHINGTON STATE LIQUOR CONTROL BOARD

June 5, 1934.

Relative to Bulletin No. 12, prescribing the removal of exterior signs from beer and wine dispensaries, the Board has been furnished with information that, while many neon signs will have to be completely removed for alteration or placing inside the establishment, others can be altered while the sign remains in place.

The Board has therefore decided that those signs that must be completely removed shall be so removed not later than the 9th inst.; of those requiring alteration while in place, time is allowed for completing this work until July 8, 1934.

WASHINGTON STATE LIQUOR CONTROL BOARD



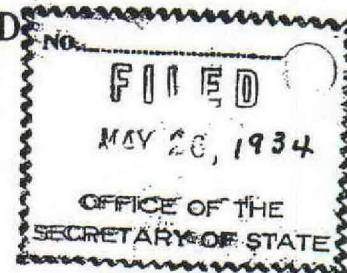
Resp to Costco RFP  
2594

TX406-001

## WASHINGTON STATE LIQUOR CONTROL BOARD

## BULLETIN NO. 12

## RULES AND REGULATIONS



The following rules and regulations promulgated here below in bulletin form, have, under the provisions of Chapter 62 of the Laws of the Extraordinary Session of 1933 of the State of Washington, the force of law, and any violation or violations of any such rule or regulation is a violation of the Washington State Liquor Act. These regulations will continue in force and effect until modified or revoked by the Board.

## ADVERTISING

(1) The passing of money or other valuable consideration by a manufacturer, distributor or beer wholesaler to a retailer, directly or indirectly, for advertising space in or upon the property of the said retailer is hereby prohibited; likewise the passing of money or other valuable consideration by a manufacturer, distributor or beer wholesaler, directly or indirectly, to any person, to pay in whole or in part for advertising of any nature on behalf of a retailer or from which a retailer may or will derive any advertising benefits, or which bears the name or address or other description of a retailer, is hereby prohibited; nor shall the name of a retailer appear in or as part of or supplementary to the advertising of a manufacturer, distributor or beer wholesaler.

(2) No signs or other matter advertising beer and/or wine or any brands thereof, or using the words "bar," "barroom," "saloon" or words of like or similar import, shall be erected or placed upon the outside of any building in which beer and/or wine is licensed to be sold at retail, or in close proximity thereto, and no advertisement whatsoever shall contain the words "bar," "barroom," "saloon" or words of like or similar import.

(3) Signs or other advertising matter within the licensed premises of the retailer shall not be of an obnoxious, gaudy, blatant or offensive nature and shall in no manner obstruct the view of the interior of the premises from the street, and shall be limited to illuminated or unilluminated signs of not to exceed in area 630 square inches and no one dimension to exceed 42 inches. In no case shall any sign or other advertising matter obstruct more than one-third of the total display window. Any sign so displayed shall be paid for by the retail licensee; *Provided*, A manufacturer, distributor or beer wholesaler may furnish to retail dispenser exceeding the area and dimensions herein prescribed, bearing only the name of the manufacturer, distributor or beer wholesaler and/or the trade or copyrighted name or brand.

(4) Any sign heretofore erected not conforming with these regulations shall be removed forthwith.